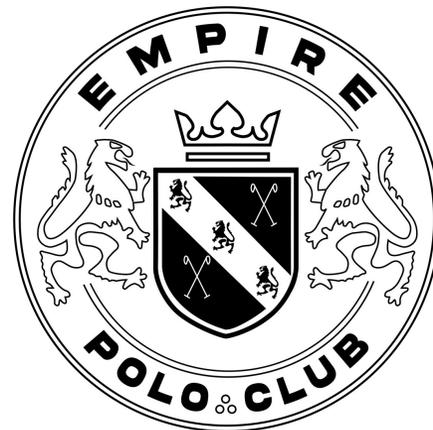


BOARD AND JPA MEETING

Friday, March 29, 2024



CALL TO ORDER

ROLL CALL



"I pledge allegiance
to the flag of the
United States of America,
and to the Republic
for which it stands,
one nation under God
indivisible, with liberty
and justice for all."

CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

Congratulations!

TO

DOEDI

Visit Greater Palm Springs
is grateful for her service.

She started in 2001.
Happy retirement!



APPROVAL OF MINUTES

- JPA - VGPS Board of Directors Joint Meeting Minutes
– February 2, 2024

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated January 2024
- Warrants and Demands Dated February 2024

STAFF REPORT - Resolution JPA 2024-003

BACKGROUND

- Upon executing the Joint Powers Agreement on February 1, 1989, the original JPA members (eight cities) paid an **upfront fee** to help establish the organization.
- Commencing July 1, 1989, and quarterly thereafter, each JPA member agency contributed an amount based on a **funding formula**.
- The **interim funding fee and interim operation fee** were divided among the JPA member cities.
 - **Interim fee:** .55% x gross sales
 - **Operation fee:** interim fee multiplied by 15.62%

Fiscal Year 1988/1989 Interim Funding Formula			
City	FY 1987-1988	FY 1987-1988	Interim Operation x 15.62%
	<u>Estimated Gross Sales</u>	x .55%	
Desert Hot Springs	\$ 3,338,000.00	\$ 18,359.00	\$ 2,868.00
Palm Springs	\$ 63,333,000.00	\$ 348,332.00	\$ 54,409.00
Cathedral City	\$ 10,744,000.00	\$ 59,092.00	\$ 9,230.00
Rancho Mirage	\$ 23,750,000.00	\$ 130,625.00	\$ 20,404.00
Palm Desert	\$ 47,083,000.00	\$ 258,957.00	\$ 40,449.00
Indian Wells	\$ 9,857,000.00	\$ 54,214.00	\$ 8,468.00
La Quinta	\$ 9,250,000.00	\$ 50,875.00	\$ 7,947.00
Indio	\$ 5,375,000.00	\$ 29,563.00	\$ 4,618.00
Coachella	\$ -		
Total	\$ 172,730,000.00	\$ 960,017.00	\$ 150,000.00

STAFF REPORT - Resolution JPA 2024-003

RECOMMENDATION

- **City of Coachella entry fee** based on their FY 23/24 gross revenues estimate

Interim fee	$\$5,555,555.00 \times .55\% =$	\$30,555
Operation fee	$\$ 30,555 \times 15.62\% =$	\$ 4,772
Total		\$ 35,327

- **Any new member agency** to pay the entry fee within 30 days of joining JPA Executive Committee
- A **minimum annual JPA member contribution** of \$35,000 or the current JPA formula, whichever greater, required by all member agencies
 - Minimum will increase annually based on CPI for Southern California (JPA formula would not be subject to the CPI adjustment)
- **Annual JPA member contribution** to be paid quarterly and adjusted annually at the end of the fiscal year based on actual gross room revenues

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

➤ Approve Resolution JPA 2024-003

GUEST SPEAKER

Steve Hankin, President & CEO
Desert International Horse Park



Desert International
Horse Park

AN INTRODUCTION TO

Desert International Horse Park

AND ITS ECONOMIC IMPACT ON THE COACHELLA VALLEY



An aerial photograph of an industrial park or airport tarmac area. The scene shows several large hangars, parking lots filled with cars and trucks, and rows of palm trees. In the background, there are green fields and a hot air balloon floating in the sky. The text 'WELCOME TO' is overlaid in the center in a bold, white, sans-serif font. A play button icon is positioned over the letter 'O' in 'TO'.

WELCOME TO

Horse Showing in the U.S.

Horse sports have united millions of people across the globe with one common passion: the love and wellbeing of the horse. The equestrian industry is a global phenomenon, contributing \$122 billion annually to the U.S. economy and with over 7.2 million horses in the United States alone. There are 4.6 million Americans involved in some way as horse owners, service providers, employees, and/or volunteers.

Equestrian competition is the only Olympic sport where men and women compete as equals. The sport unites men and women, young and old, professional and amateur, and appeals to all audiences. It's a lifelong sport, with toddlers competing in the Leadline division, and riders jumping Grand Prix events into their 60s.

Equestrian competition facilities have a strong history of driving significant economic development. They are proven demand drivers. The U.S. horse industry employs 1.74 million people with \$38 billion in direct wages.



Horse Industry's Impact on GDP, by State

Rank	State	GDP Contribution from Horses	State GDP (2016)	Total Number of Horses	Industry Share of State GDP
1	Kentucky	\$1.941B	\$195B	238,000	1.00%
2	Oklahoma	\$1.109B	\$179B	252,700	0.62%
3	Florida	\$2.396B	\$938B	387,100	0.26%
49	California	\$2.813B	\$2.665T	534,500	0.11%

Horses are a huge part of California, with the number of horses over twice the number in the number one state for equestrian sport, Kentucky, but the sport is under developed.

Desert International Horse Park

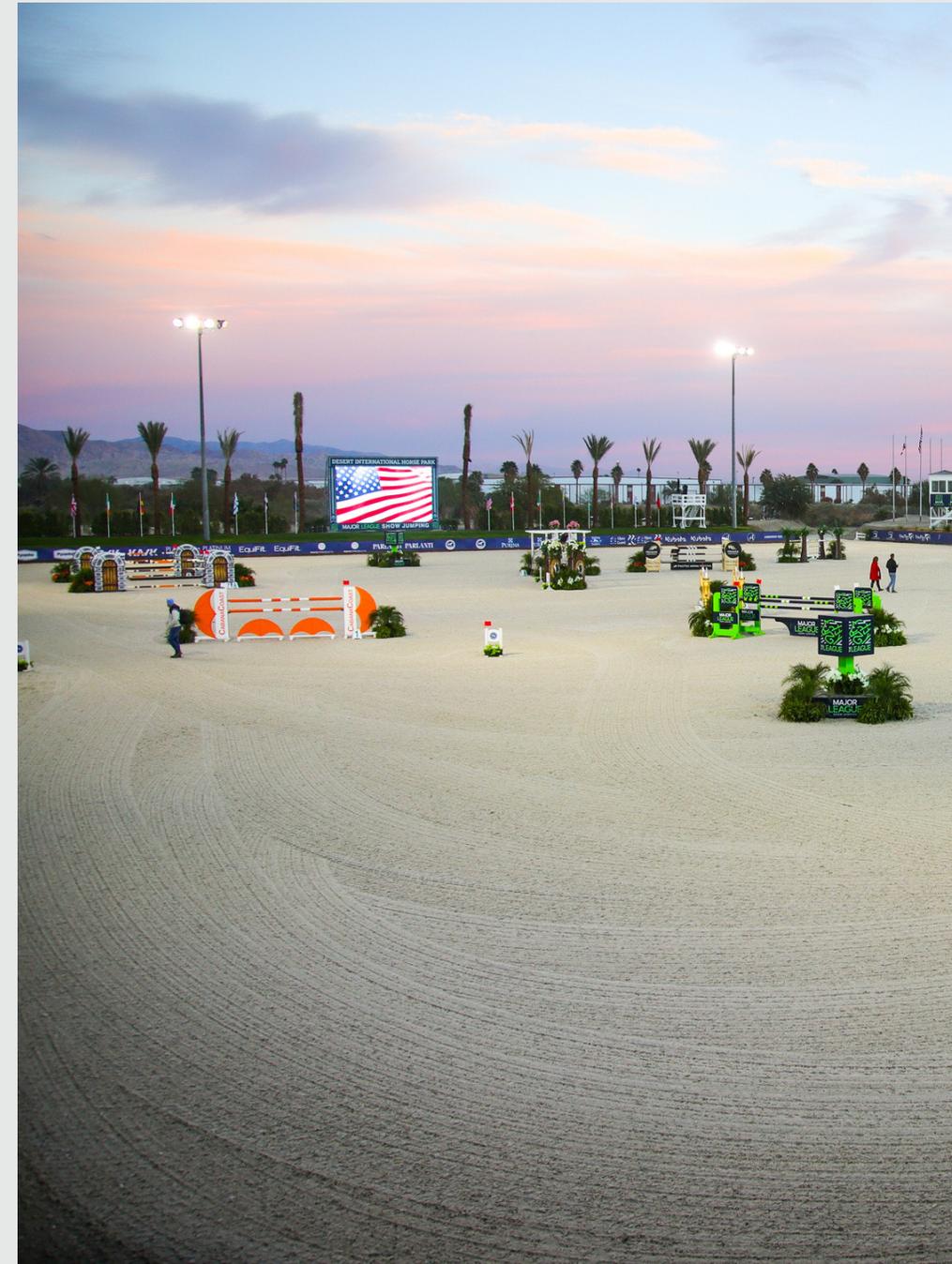
Calling the Coachella Valley home, the Desert International Horse Park (DIHP) is now acknowledged as one of the best horse show venues in the United States, with leading competition throughout the five-month season in Thermal, California.

With 239 acres, nearly 1.6 million square feet of competition and riding space, over 2800 stalls, and 14 competition rings – including two premier grand prix arenas – and miles of trails, DIHP has become a world-class destination for Olympic athletes and pony riders alike. Professional and amateur competition takes place five days a week and is always free and open to the public.



DIHP Demographics

Thermal, California



DIHP Economic Impact

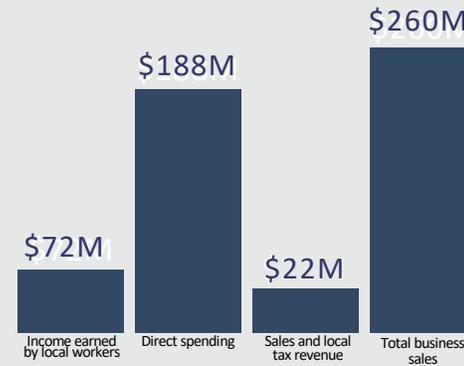
Thermal, California



2021/2022 Economic Impact



- California-based, non local residents
- Other US States
- International



2,500 JOBS

including full-time and part-time jobs, onsite and offsite

2022/2023 by the Numbers

16,000

horses were shown

500,000

Visitors attended the horse park

\$8M+

was awarded in prize money

27,000

stalls were sold



Thank you.

steve@deserthorsepark.com

917-334-8100



GUEST SPEAKER

Stephanie Walker, Area Manager
Expedia Group



Expedia Group

Stephanie Walker

Area Manager, Southwest

March 2024



Expedia Group Greater Palm Springs



Corinne Doll
Market Manager



Stephanie Walker
Area Manager



Amy Reese
Media Solutions, Lodging



Gregg Gant
Media Solutions, Display

agenda

Path to Purchase

Traveler Insights & Market Trends

Trends in Travel & Festival booking pace

AI and travel



The Path to Purchase

Uncovering how travelers plan and book online



The Path to Purchase | Digital Data

**On average, travelers view
141 pages of travel content
in the 45 days before booking**

**On average, travelers consume
303 minutes of travel content
in the 45 days before booking**

The Path to Purchase

Survey Data

Uncovering motivations and influences for
a recent trip



The path to
purchase is
dynamic and
complex

INSPIRATION

When travelers first start thinking about a trip

RESEARCH

Early in the process, when travelers are researching and narrowing options

PLANNING

Right before booking, when considering final options

BOOKING

Final step, when travelers make a purchase

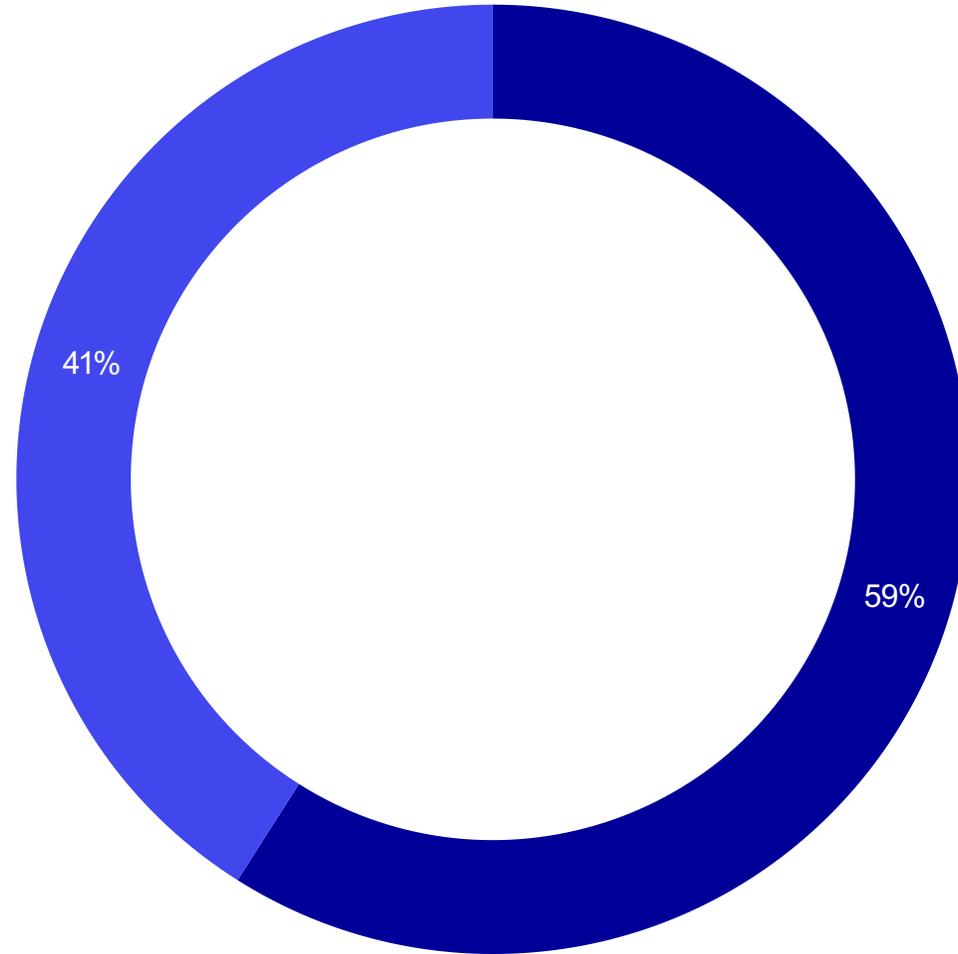


Inspiration

When travelers first start thinking about a trip

Most travelers aren't set on a specific destination

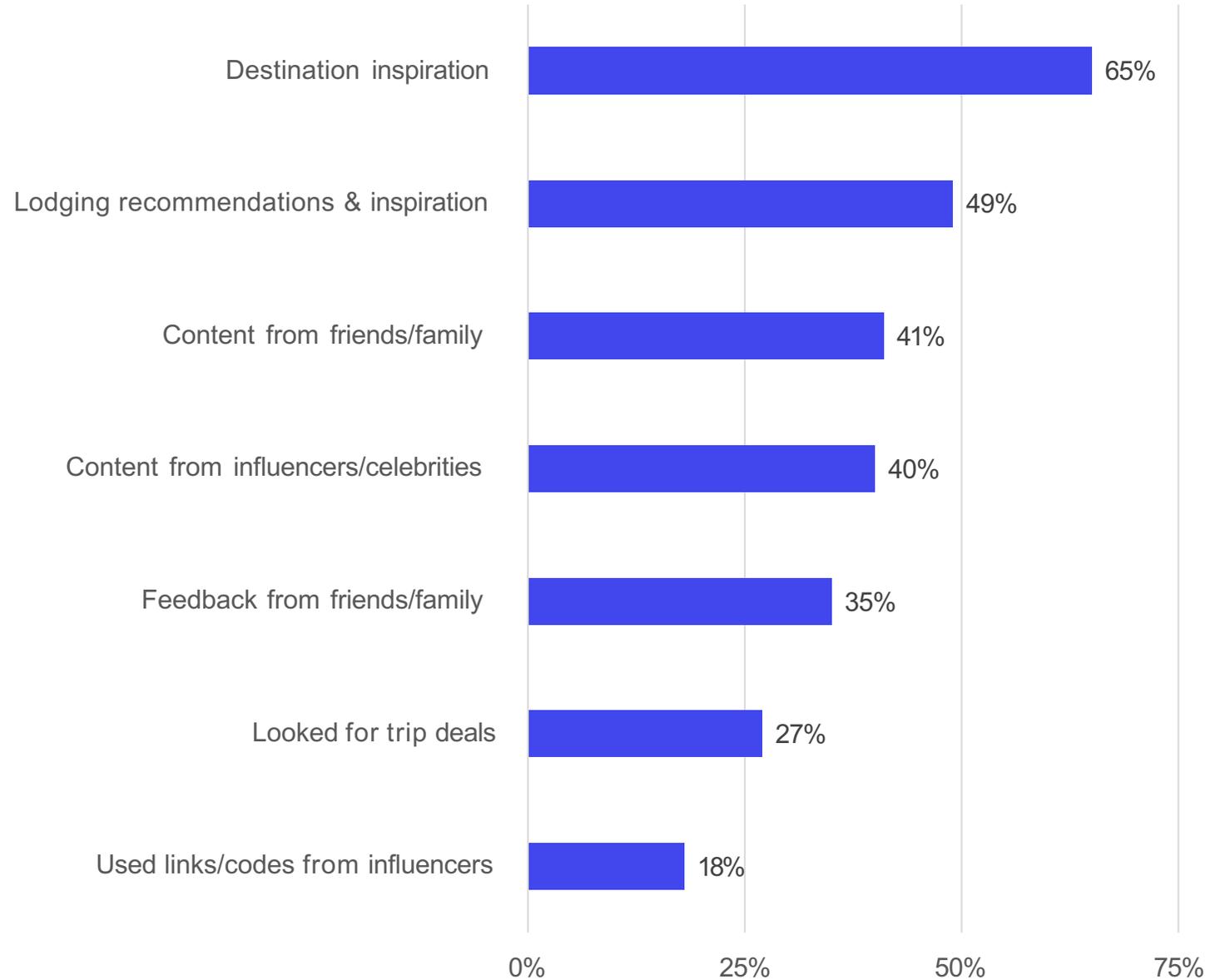
59% of travelers did not have a specific destination in mind or considered multiple destinations before selecting where to go on their trip



■ 2+ destinations considered

■ Did not consider any other destinations

Travelers turn to social media for inspiration and recommendations



The Path to Purchase | Inspiration

Among travelers influenced by advertising 67% noticed an influential ad during the inspiration phase

The Path to Purchase | Inspiration

Ads featuring beautiful images and deals influence travelers

52%

Beautiful images

46%

Promotions or deals

41%

Interesting experiences

Expedia Group Path to Purchase Study, 2023

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Research

Early in the process,
when travelers are
researching and
narrowing down options



Planning

Right before booking,
when considering final
options

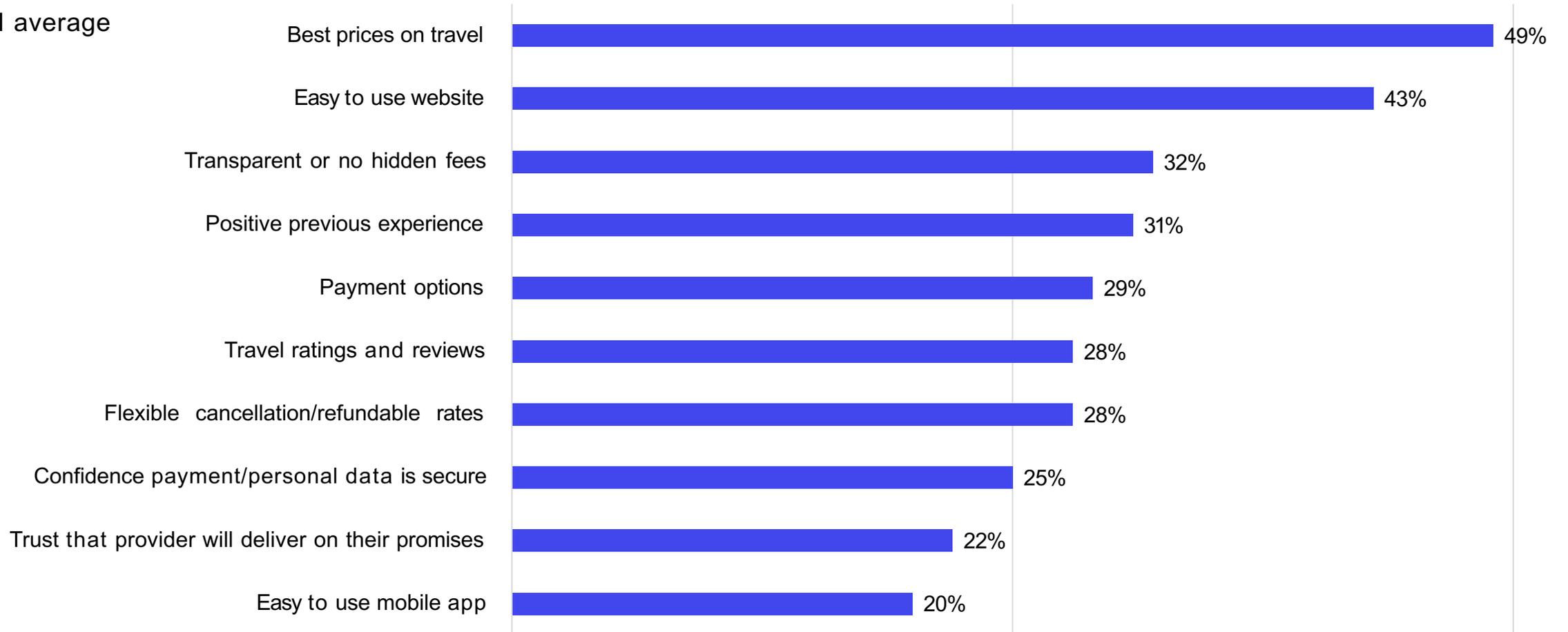
The Path to Purchase | Planning

Price and easy-to-use websites are top factors when travelers are choosing where to plan and book

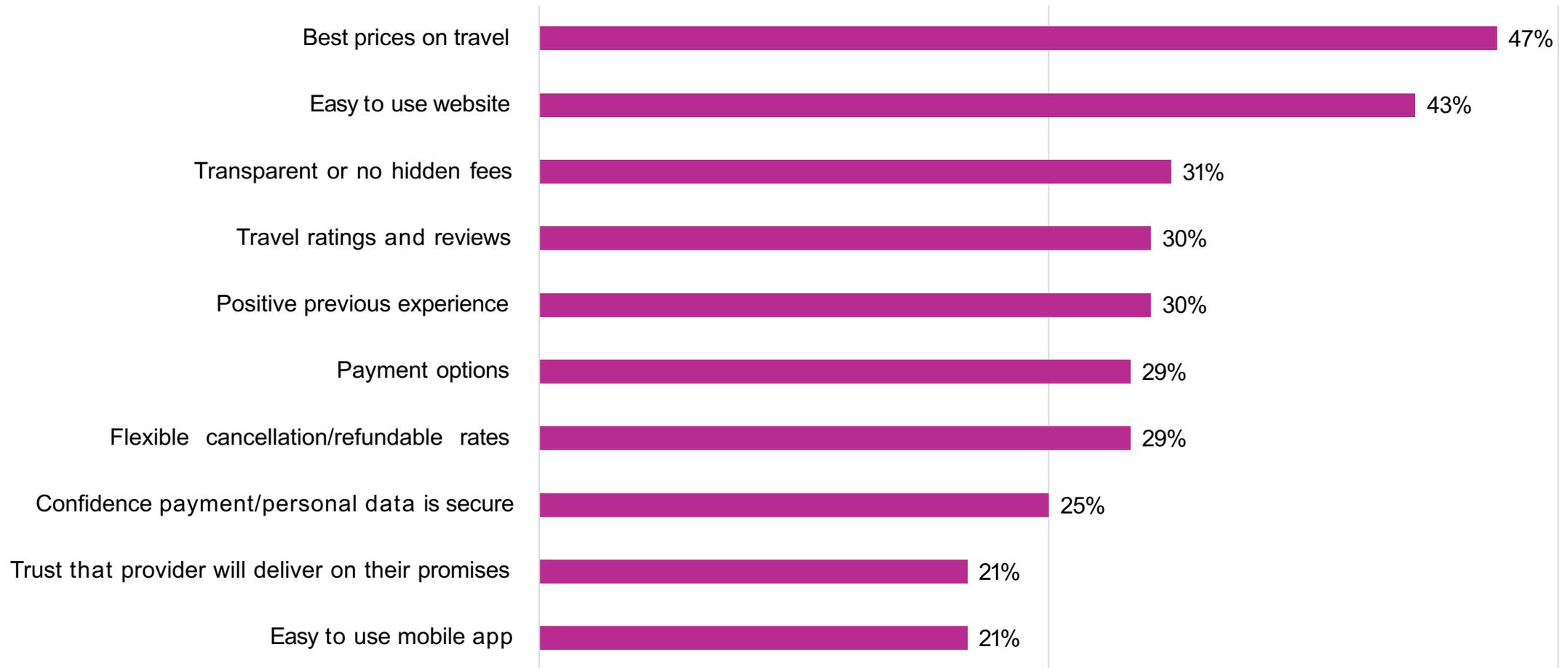
Source: 2023 Path to Purchase, survey data

Price and an easy-to-use website are important factors when choosing a travel brand to plan and book

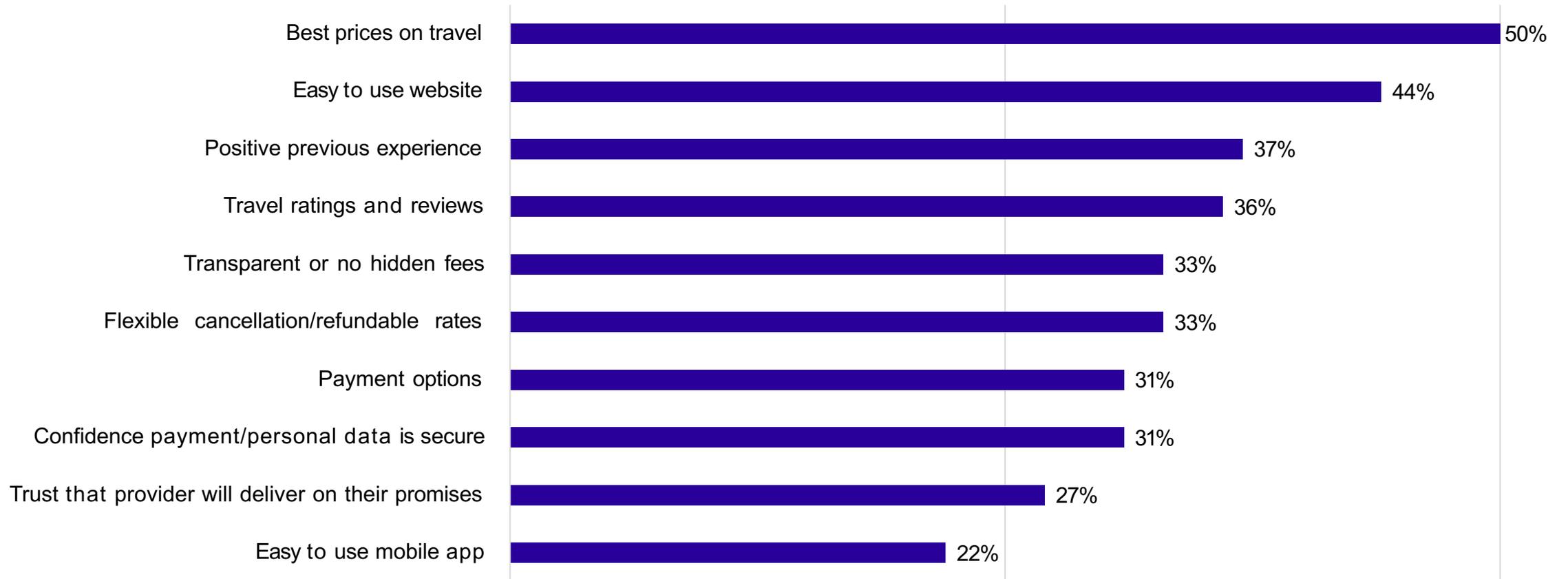
■ Total average



Ratings & reviews and flexibility are important factors when hotel guests are choosing travel brands to plan and book



A positive prior experience is an important factor when vacation rental guests are choosing a travel brand to plan and book





Booking

Final step, when travelers
make a purchase

Turning insights into action

How to reach and engage travelers throughout today's path to purchase



Stand out in a crowded landscape

Travelers consume a lot of content – 141 pages leading up to booking. Find ways to stand out among the crowd and stay top of mind.



Influence with inspiration & information

Travel inspiration can happen anytime, anywhere. Showcase aspirational and informative content across various channels to influence travelers throughout their path to purchase.



Implement an omnipresent approach

Travelers are using different resources throughout the path, making it essential to show up beyond your owned channels. Leverage the power of strategic partnerships to extend your reach.

Traveler Insights

Q1 2024



Strong 2024 travel outlook

85%

taking more or the same amount of
leisure trips in 2024

35%

upping their travel budget in 2024



46%

planning a beach/water
vacation



30%

planning international
vacations

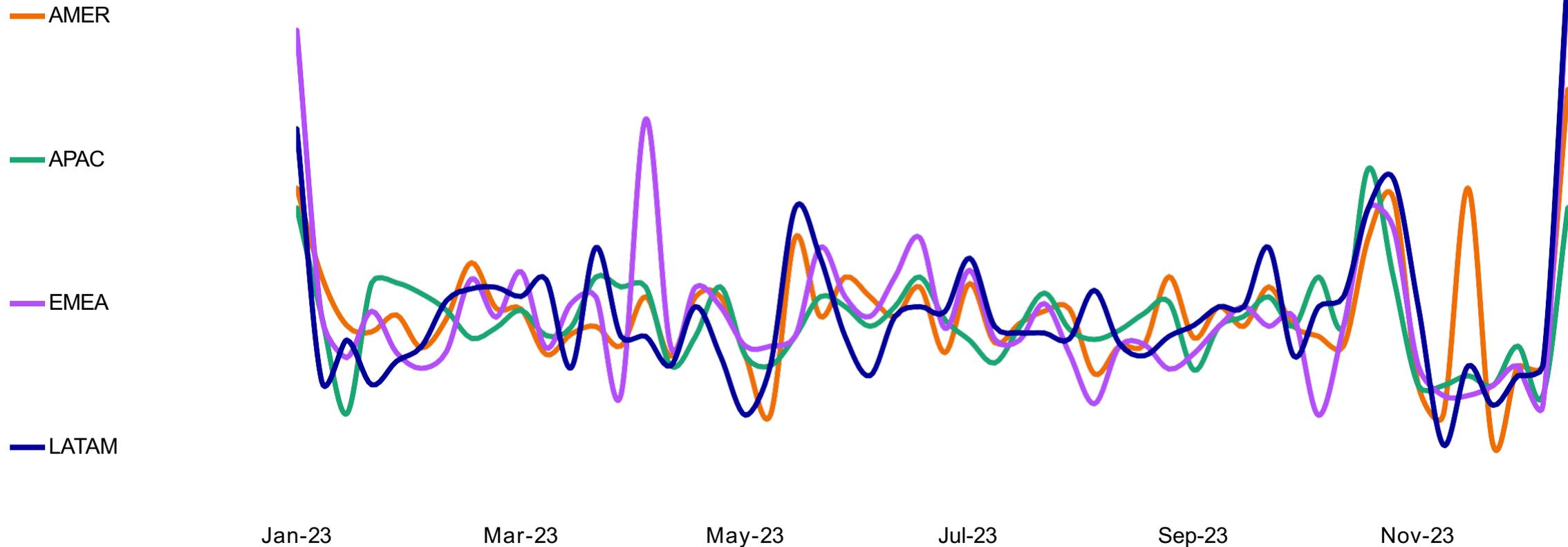


39%

planning to travel for a
concert or sporting event

Search volume sees strong end-of-year spikes

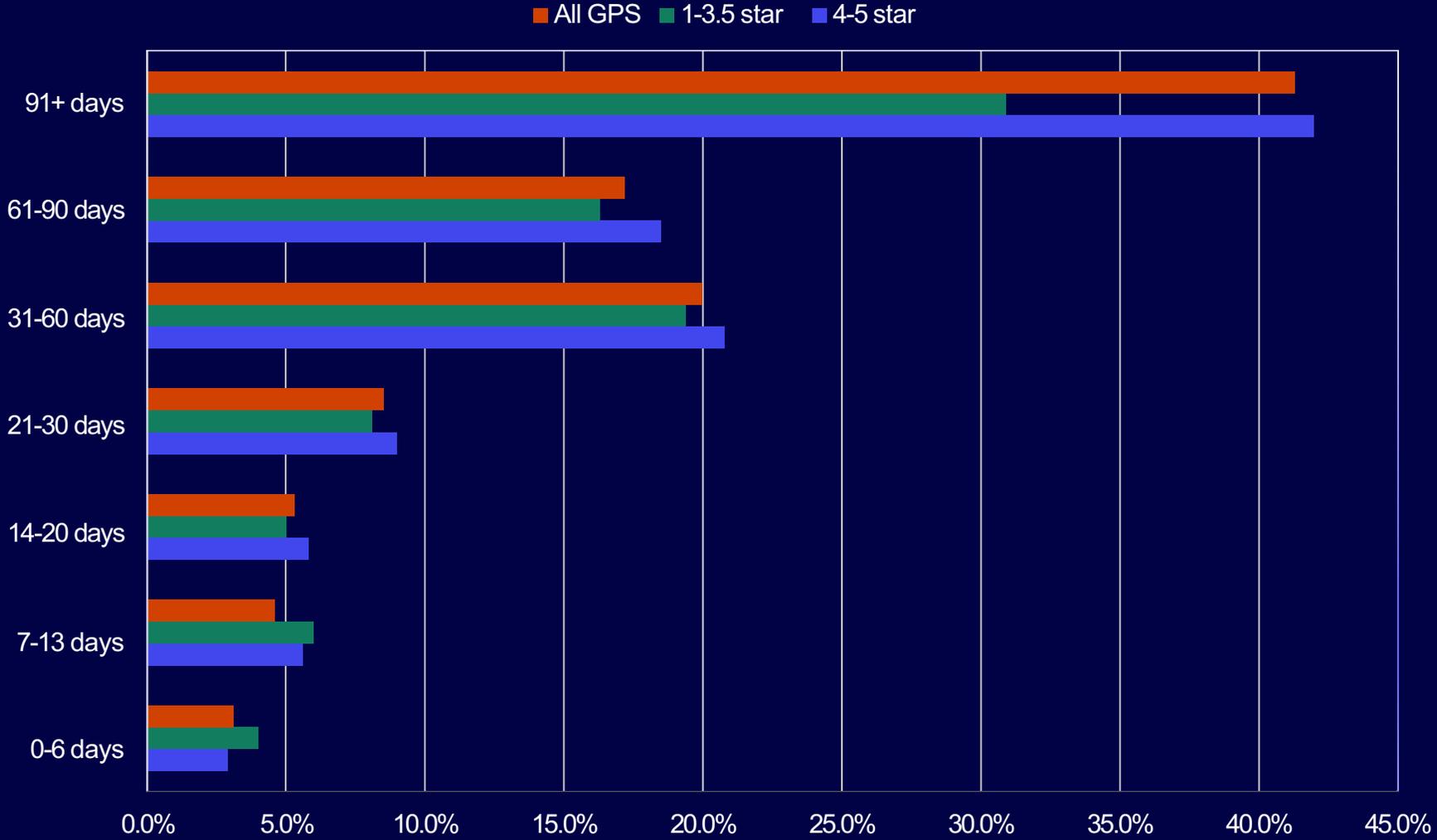
Q4 2023 | Destinations super-regions | WoW search % change



Travelers plan early for 2024 travel

The 180+ day window saw the largest quarter-over-quarter search share increase, at over 15% globally.

Greater Palm Springs Traveler Trends by Booking Window

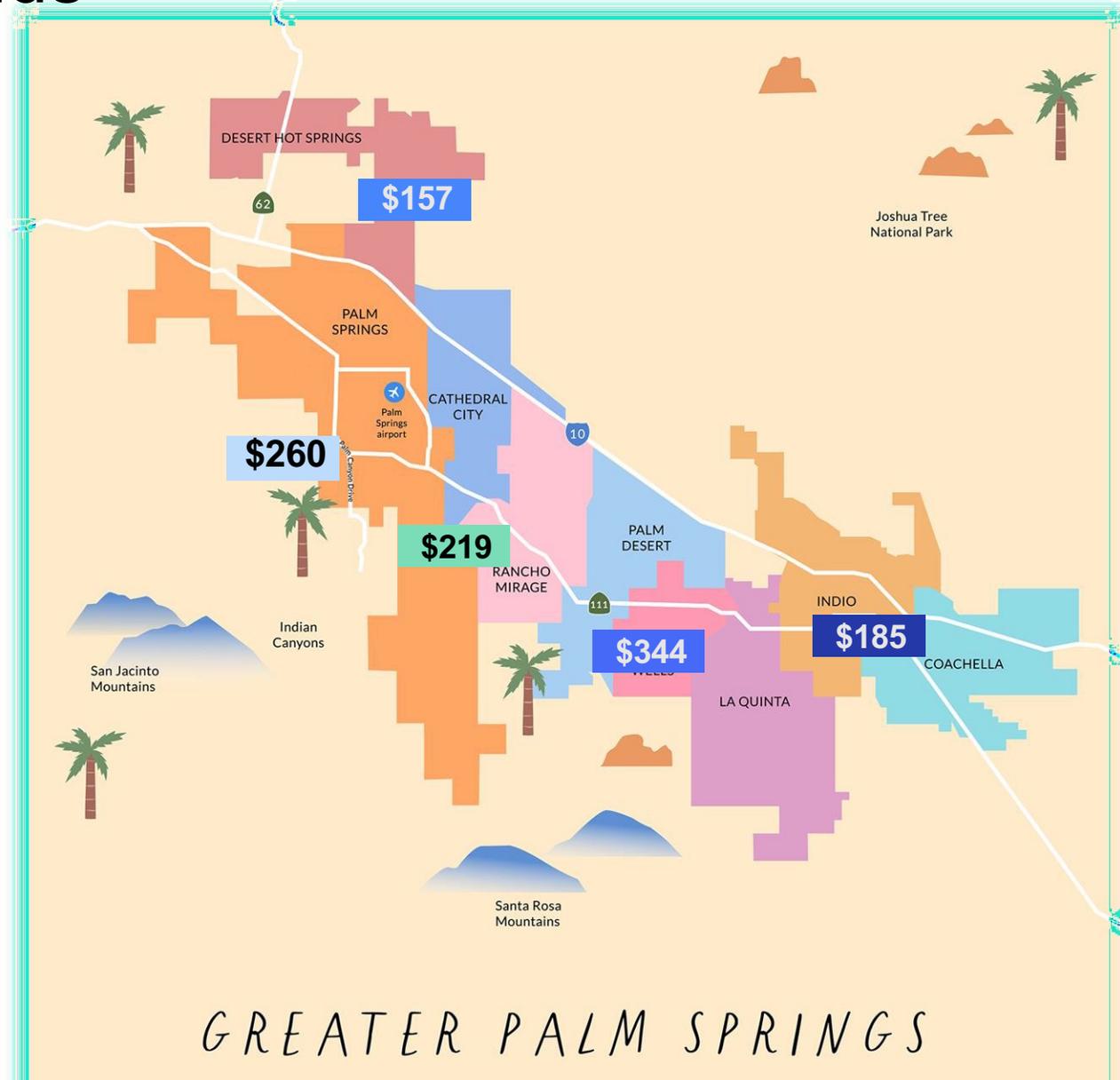


Source: Expedia Group, internal data 2024 L28d

Greater Palm Springs ADR Variance by Booking Window



QTD ADR Trends



Q2 – Greater Palm Springs

 Demand
 ADR

 Demand
 ADR

 Demand
 ADR

Q2 – Competing Destinations

 Demand
 ADR

 Demand
 ADR

 Demand
 ADR

April

May

June

Competing Destinations

	April	May	June	July	August
Greater Palm Springs	\$347	\$267	\$235	\$230	\$204
Los Angeles	\$221	\$236	\$243	\$249	\$248
San Diego	\$232	\$252	\$288	\$331	\$309
Orange County	\$197	\$217	\$235	\$251	\$241
Phoenix (Incl. Scottsdale)	\$243	\$205	\$174	\$175	\$169
Las Vegas	\$174	\$197	\$164	\$161	\$164

Un pack '24™

The Trends in Travel



Methodology

Global Travel Insights

6M+

average daily visitors across
EG sites/apps

20K

travelers surveyed

14

countries





Tour Tourism

The cultural impact of the Eras and Renaissance tours were undeniable, driving ticket sales but also tourism. Expedia predicts that Tour Tourism will continue to boom in 2024.

Tour Tourism



40%

are more likely to travel to watch a concert than they were last year.

70%

are more likely to travel to a concert outside their own town.

44%

would travel for a concert as an excuse to visit a new destination.

30%

would travel for a concert outside of their home city because tickets are cheaper elsewhere.

2024

Greater Palm Springs Concerts



April:
Coachella Music Festival
(4/12-14 + 4/19-21)
Stagecoach Music Festival
(4/26 - 28)



June:
Sarah McLachlan
(6/1)
Janet Jackson
(6/4)



August:
Splash House
(8/9-11 + 8/16-18)
Kings of Leon
(8/23)



May:
Melanie Martinez
(5/14)



July:
New Kids on the Block
(7/6)
Jennifer Lopez
(7/19)



September:
Chicago + Earth, Wind and
Fire
(9/7)

Coachella

	Date	ADR YoY	ADR Vs. '19	Room Nights YoY	RN Vs. '19	Booking Window Avg.
Weekend 1	Friday, April 12	-2%	+46%	-36%	-23%	91
	Saturday, April 13	-1%	+46%	-36%	-25%	52
	Sunday, April 14	-3%	+42%	-41%	-26%	62
Weekend 2	Friday, April 19	-6%	+49%	-45%	-34%	94
	Saturday, April 20	-7%	+48%	-44%	-32%	65
	Sunday, April 21	-11%	+41%	-44%	-20%	59

Stagecoach

Date	ADR YoY	ADR Vs. '19	Room Nights YoY	RN Vs. '19	Booking Window Avg.
Thursday, April 25	+5%	+111%	+20%	+189%	72
Friday, April 26	+11%	+176%	+4%	+172%	94
Saturday, April 27	+9%	+154%	+5%	+135%	51
Sunday, April 28	+7%	+167%	+15%	+332%	48

Market Occupancy Forecast

		Market Occupancy Forecast	Market Page Visits Y/Y
Coachella 1	Thursday, April 11	80%	-35%
	Friday, April 12	88%	-36%
	Saturday, April 13	88%	+13%
Coachella 2	Thursday, April 18	76%	-51%
	Friday, April 19	88%	-48%
	Saturday, April 20	88%	+13%
Stagecoach	Thursday, April 25	83%	+15%
	Friday, April 26	88%	-7%
	Saturday, April 27	88%	-6%



Vibe

Location, amenities, and star ratings still matter but
so does a hotel's mood and feel.

Reviews mentioning the word 'vibe' are
up **1090%** on Hotels.com.

Vibe Check-in

Modern

Beach

Hip

Retro

Historic

Industrial

Old

Chill

Vintage

City

Peaceful

Funky

Cozy

Artsy

Party



Gen Gen AI



In 2023, generative AI tools like ChatGPT took center stage, but only 6% of travelers used it to plan their trip.

In 2024, Expedia Group predicts the “generation of generative AI” users will come of age and embrace this tech throughout their travel journey.

Gen Gen AI

Half

of travelers are interested in using generative AI to plan their next trip.

40%

would likely use AI to help them find a hotel or vacation rental.

33%

would use it to compare flight options.

35%

would use it to find activities and things to do.



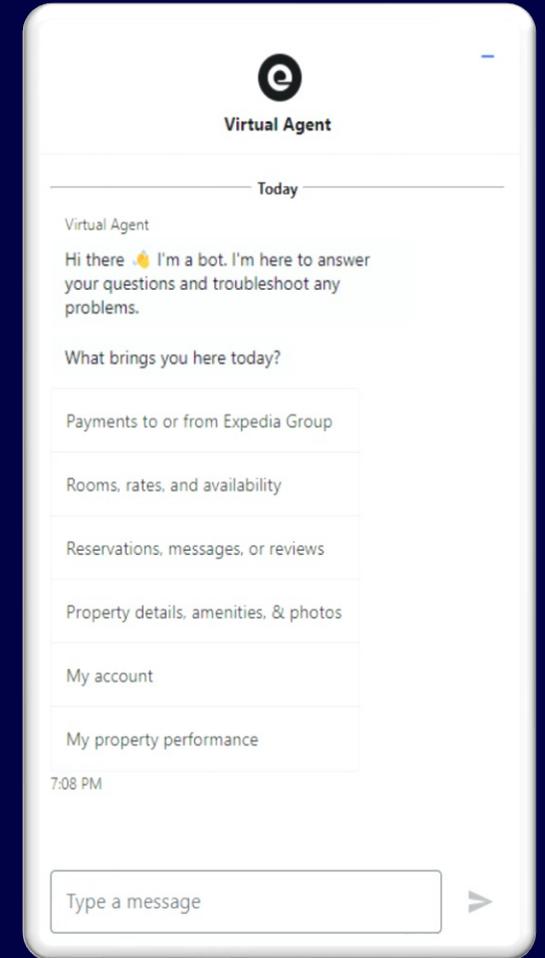
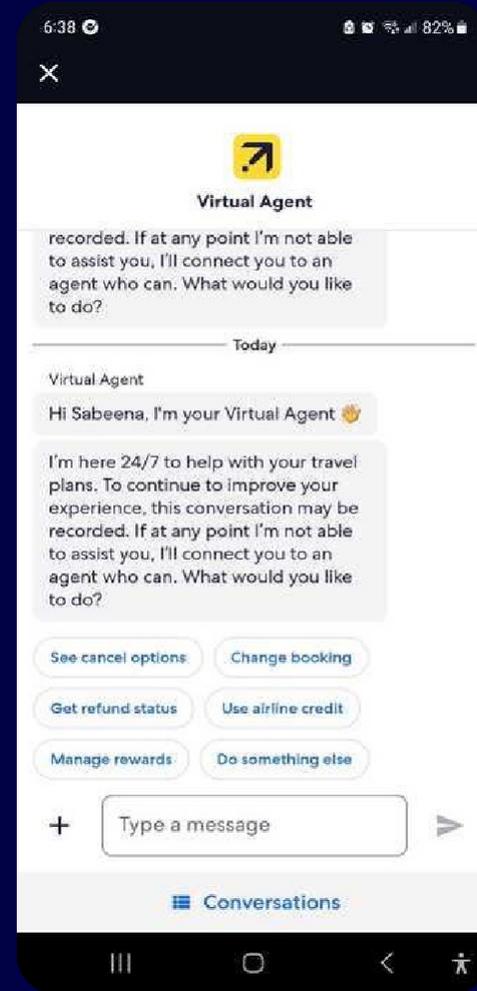
A woman is seen from behind, sitting at the edge of a swimming pool. She is wearing a dark swimsuit. In front of her on the pool deck is a light blue towel, a pair of sunglasses, and a straw hat. To the left, there are several yellow lounge chairs with light blue towels. A large white umbrella is open over the chairs. The background features a stone wall with a small waterfall and some greenery. The text "AI Trends In Travel" is overlaid in the center of the image.

AI Trends In Travel

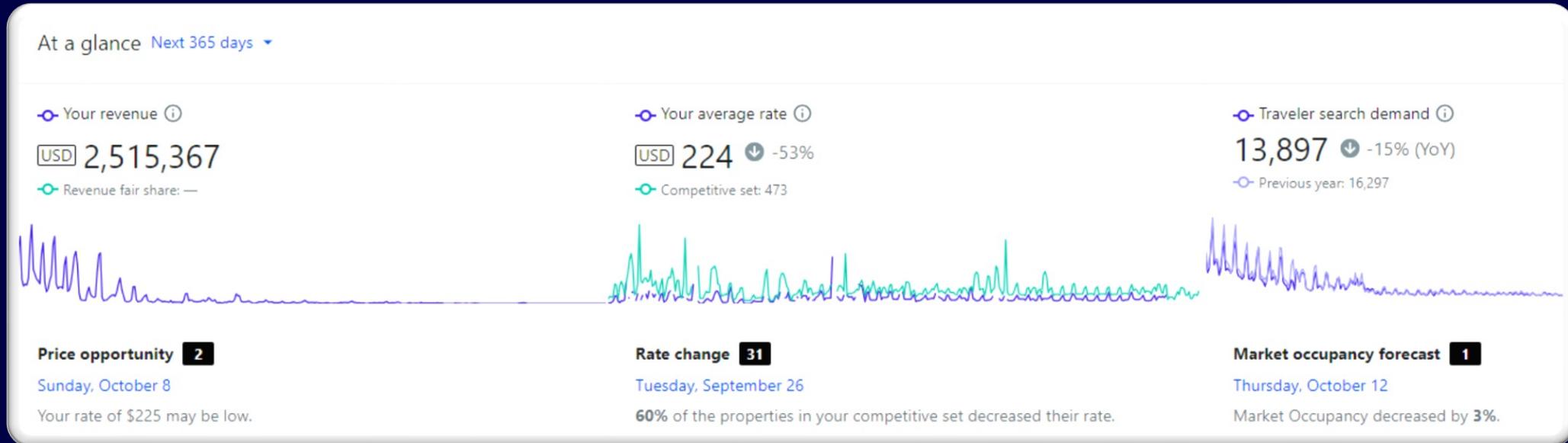
Chatbots & Virtual Assistants

Use of Natural Language Processing to generate intelligent responses, identify named entities, analyze sentiment

Use of Generative AI to generate human-like responses



Predictive Analyses & Forecasts



Forecast market occupancy and demand



Revenue Management Insights



Price Predictions

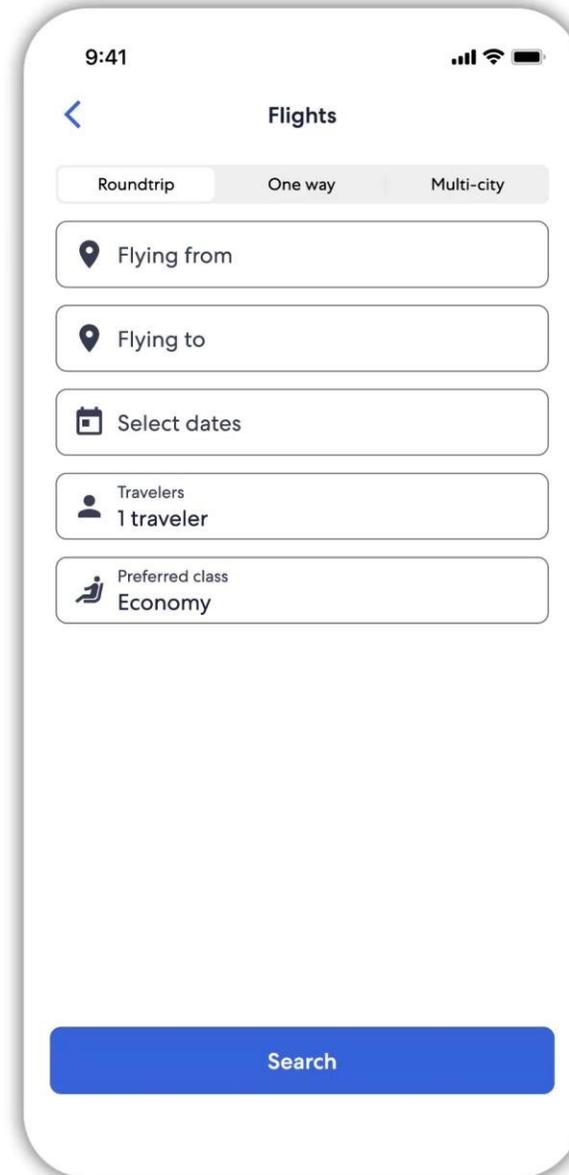


Competitive Set Analysis

Price Tracking

Using various contextual signals to forecast flight prices for future dates

Price alerts push relevant messages when price changes using message relevancy models



Personalized Recommendations

Personalization matters more than ever

Shoppers have a strong viewpoint on personalization

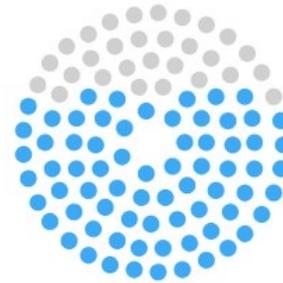
Loyalty is up for grabs...



75%

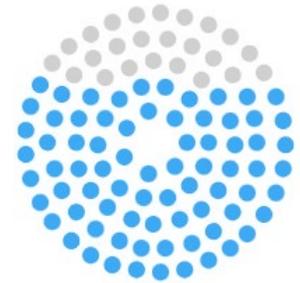
of consumers tried a new shopping behavior during the pandemic¹

...and consumers expect personalization from the brands and businesses they choose.



71%

of consumers expect personalization²

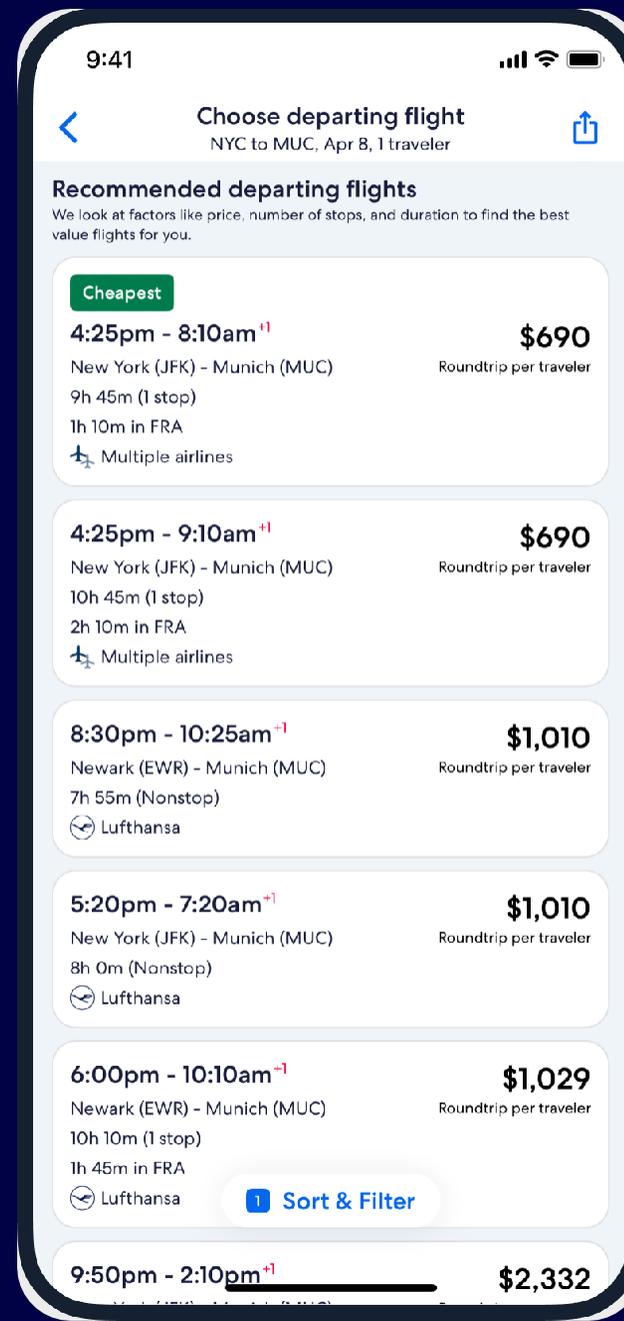


76%

of consumers get frustrated when they don't find it²

Personalized Ranking

Using various contextual (price, arrival and departure time, layover, etc.) and personalization (carrier affinity, day of time preference, duration sensitivity, etc.) signals to show recommended ranking on the Flight search page



The path to purchase is **dynamic and complex**

Search Windows are **Increasing**

Incentivize **Conversion** Further Out

We're Here to **Support You**

Key Takeaways



THANK YOU!

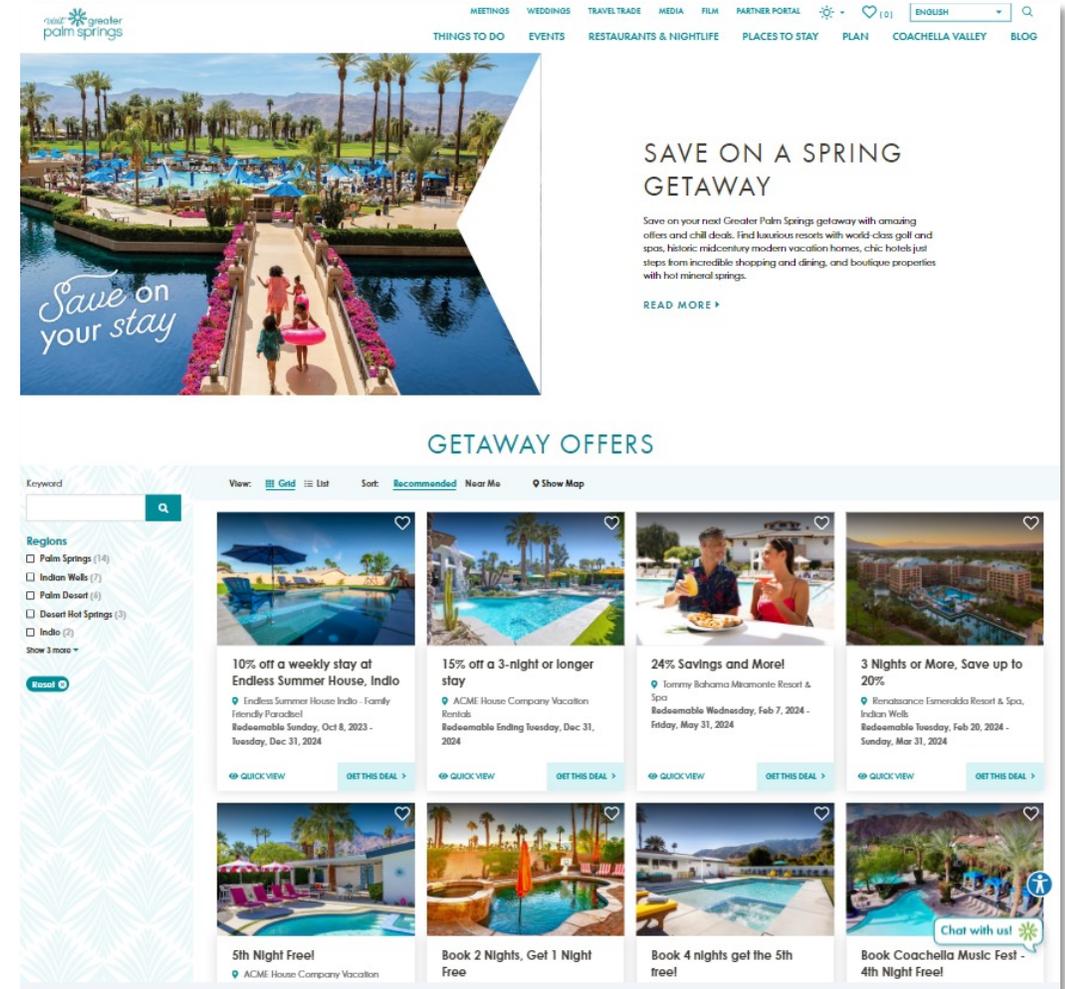


CEO / PRESIDENT'S REPORT

MARKETING

SPRING GETAWAY CAMPAIGN

- **Spring Getaway** campaign launched March 1 and will run until the Summer Chill campaign launches in May.
- **Digital and social media advertising** promotes the GPS Getaway landing page featuring offers from hotel and vacation rental partners.
- Geotargeting drive markets and spring seasonal fly markets.



2024 SUMMER CO-OP TELEVISION



GOOD MORNING WASHINGTON



Viewership
per show
776,909

Number of
Shows
5

Number of
VGPS Partner
Mentions
21

PARTNERSHIP

AGUA CALIENTE
BAND
OF CAHUILLA INDIANS

Congratulations!

Recipient of the
2024 Visit California
Dreamer Award



PROGRAM OVERVIEW



Gather detailed accessibility information Starting in April!

- Local mapper spends 1 to 1.5 hours on property
- Provide accessibility insights to each partner property



Website + Booking Solution

- Dedicated landing page to discover the destination
- Find detailed accessibility information
- Book verified services in 2 clicks



Training

- Online Wheel the World Academy for VGPS staff and partners

CAPITAL ADVOCACY STRATEGY

- Policy prioritization
- Strategic advocacy and representation
- Facilitate budget and appropriation requests
- Collaboration & relationship building
- Monitoring and analysis of legislative and regulatory developments
- Providing strategic counsel, communication, and regulatory compliance



STAFFING UPDATES



Jackie Vega
Senior Community
Events Manager



Sean Smith
Director of Economic
Development



Ashley Owens
National Sales
Manager



Samuel Thompson
Director of Indian
Wells Tourism

JPA EXECUTIVE COMMITTEE &
BOARD OF DIRECTORS
UPDATES

HAPPY BIRTHDAY !!!



TIM PYNE
FEBRUARY 11



KELLY MCLEAN
FEBRUARY 28



BARB SMITH
FEBRUARY 11



EDDY ESTRADA
FEBRUARY 29



LORRAINE BECKER
FEBRUARY 15



ANKIT SEKHRI
MARCH 24

NEXT BOARD MEETING

Friday, June 14, 2024

LOCATION:

Agua Caliente Resort Casino Spa Rancho Mirage